



**Position:** Business Development Manager

**Job Type:** Full Time, Exempt Status

**Reports to:** Executive Director (ED)

**ABOUT DESTINATION BRYAN:**

Destination Bryan, a 501c(6) non-profit, is a destination marketing organization whose purpose is to drive economic growth to improve quality of life for our community through tourism marketing and destination development. This is accomplished through the promotion and development of Bryan, Texas tourism assets. Destination Bryan works in partnership with tourism industry-related businesses including lodging properties, restaurants, venues, attractions, activity providers, and other stakeholders. Primary core functions of the organization consist of marketing and advertising, promotion, group sales and services, fostering community partnerships, hosting events, package and product development, and general destination management of the community for tourism development and quality of life.

**POSITION OBJECTIVES:**

The Business Development Manager will fit into a passionate team to fulfill the objectives of the organization. The primary objective of this position is to secure group business in order to drive hotel room demand. This is accomplished by creating connectivity between clients and local stakeholders, identifying opportunity target markets, building new relationships with prospective accounts, providing service solutions for group events, traveling to trade shows, and other sales functions relevant to the position.

**MAJOR JOB FUNCTIONS:**

- Forge strong working relationships with community partners and serve as the primary point of contact with the local hotel community, meeting spaces, and venues to ensure knowledge of the available assets for group business.
- Partner closely with hotels and other community stakeholders for Destination Bryan to provide resources and the ability to close/finalize business opportunities.
- Identify existing markets and develop new opportunity markets in the conference and group business industry to create sales opportunities.
- Identify, recruit, and encourage local partners affiliated within group market segments to hold future meetings in Bryan.
- Actively maintain involvement in relevant local, state, regional, and national organizations to use the affiliation as a catalyst for making key connections and relationships and to identify new business.

- Plan and execute client oriented activities such as sales calls, client events, trade shows, familiarization tours, site visits, presentations, bid proposals, and other activities to generate group business opportunities.
- Collaborate with Marketing and Communications staff to develop and execute strategic sales and marketing plans, promotional campaigns, media plans, offers, and events that actively promote Bryan as a destination for group business.
- Coordinate group applications, provide expertise to evaluate applications, and assist the Executive Director in making funding recommendations to the Board of Directors/City of Bryan for the Hotel Occupancy Tax (HOT) Grant.
- Attend appropriate trade shows and conferences for sales and professional development opportunities.
- Develop and cultivate professional, long-term relationships with clients and develop customer service strategies which support sales efforts.
- Engage with community stakeholders to develop and coordinate turn-key, unique packages, services, and experiences for group business and events.
- Identify, develop, execute, and maintain Bryan packages that drive hotel demand by combining Bryan based experiences with a hotel rooms. Coordinate with Marketing staff to effectively promote these packages.
- Manage and maintain accurate files within the Simpleview CRM on all group accounts and lead opportunities. Maintain proficiency in all CRM modules to maintain consistency in group business functions.
- Collaborate with all departments to communicate effectively within the organization as well as to the public, stakeholders, and clients.
- Actively participate in scheduled board meetings, reporting on business development initiatives, and analyzing the effectiveness of the organization's business development efforts.

#### **QUALIFICATIONS & REQUIREMENTS:**

- Bachelor's degree in business, hospitality, tourism or related field
- Four (4) years of sales experience, preferably in the tourism industry
- Ability to work nights and weekends, as needed
- Must be able to work in Bryan, Texas and the Destination Bryan offices
- Ability to lift and carry up to 25 lbs
- Must be able to operate a motor vehicle and have a valid driver's license

#### **PROFICIENCIES & ABILITIES:**

- Knowledge the travel and hotel industries
- History of building relationships with clients and stakeholders
- Capacity to multi-task and adapt quickly to a rapidly changing environment
- Exceptional interpersonal, oral, and written communication skills
- Demonstrated leadership and management skills
- Flexibility and ability to work in a changing and dynamic environment

- Strong project management, problem solving, and organizational skills
- Collaboration within a team setting

**BENEFITS:**

- Salary commensurate with experience
- Employer paid medical, dental, vision, disability, and life insurance for employee
- Paid holidays, sick, and vacation days
- Retirement 401(k) plan with employer contributions

**APPLICATION PROCESS:**

Interested applicants should send their resume and cover letter to John Friebele, Executive Director, at [john@destinationbryan.com](mailto:john@destinationbryan.com). For additional questions, please call (979) 721-9506.

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed in this position and is not all-inclusive of every job function. Position may be required to perform position-related tasks other than those specifically listed in this description.*